

Jaeden Joseph

STRATEGIC COMMUNICATOR

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Dallas/Ft. Worth

Profile

Strategic communicator specializing in content creation and strategic writing. Thrives in a fast-paced work environment and collaborative settings. Seeking to showcase a diverse range of skills and talents that can contribute to any role. Former collegiate cheerleader always looking for the next big win.

EDUCATION

Oklahoma State University - Stillwater, OK

Bachelor of Science, spring 2025

Major: Strategic Communication - PR &

Advertising emphasis

- GPA: 3.844
- Dean's List: Fall 2022, Spring 2025
- President's List: Fall 2023, Spring 2024, Fall 2024

WORK EXPERIENCE

Varsity Spirit NCA Skillz Staff: Summer 2024/25

- Travel nationwide to coach high school skill-building camps and choreograph routines
- Content Crew: create content for Varsity Spirit's social media accounts whilst coaching camps

Ultimate Cheer Lubbock: June 2021 - March 2022

- Coached tumbling classes for levels 1 & 2, head coach for show team

Vector Marketing - Sept. - Nov. 2020

- Delivered remote business presentations with the aim of promoting and selling Cutco knives

Food Service - 4 years

- Andy's Frozen Custard (6 months)
- Chick-Fil-A (6 months)
- Fuzzy's Taco Shop (3 years)

SKILLS & CERTIFICATIONS

Hard skills:

-Adobe Photoshop/Illustrator
-Microsoft Word, Excel & PowerPoint
-Canva
-Strategic writing
-Persuasive writing
-Research implementation
-Search engine optimization

Soft skills:

-Timely communication
-Leadership
-Teamwork
-Problem solving
-Adaptability
-Time management
-Skill flexibility

ASK ME ABOUT

- How I became a "cheerlebrity" at the age of 17 (2 million+ views and counting)
- Research implementation and how to identify a communication problem
- Writing for the algorithm - search engine optimization (aka Writing for Google)

FEATURED PROJECTS

Project: Persuasive Speech

Course: Persuasive Writing for Strategic Communicators (Spring 2024)

- I was tasked with focusing on a specific cause, policy, or issue and crafting a compelling speech that aimed to influence the audience's opinions, attitudes and behaviors. I chose to speak about the child sexual abuse that occurs in the cheerleading industry, targeting the board of directors of USA Cheer and the U.S. All-Star Federation (USASF). Researching this topic was both challenging and inspiring. I uncovered surprising insights that sparked a deeper passion within me. Through my findings, I was able to highlight significant points and support them with solid evidence from my research.

Project: PSA Campaign - Let Kids Be Kids

Course: Strategic Writing for Content Creation (Fall 2024)

- This project challenged us to develop a public service announcement campaign representing an existing organization and its message. Our goal was to raise awareness among new parents about alternative activities their children can engage in rather than spending excessive time on screens. In this group project, I contributed to conducting both primary and secondary research, writing ad copy, creating mock-ups and delivering a 10-minute presentation pitch alongside my team.

Project: Dig In & Dine Awareness Campaign

Course: Strategic Communication Campaigns (Spring 2025/now)

- I am currently serving as the project manager for our campaign initiative, which has the potential to be implemented for a real client. Our goal with this campaign is to raise awareness among OSU students of the Student Farm, inspiring them to get involved and volunteer in the future. In my role, I oversee and assist with research objectives, conducting both primary and secondary research alongside my group. I also contribute to the development of our media objectives and strategies, and refine our tactics to ensure they align with our goals. I help keep the team on track and communicate effectively to meet deadlines and achieve objectives.

REFERENCES

Dr. Andrew M. Abernathy – Assistant Professor

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Jordan Wilson – Head Instructor for NCA Staff

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